CLAIMS

What is claimed is:

1   1.   A method for monitoring and integrating media streams, comprising:

2   selecting a purchasing system interface for use with a media stream;

3   packaging the media stream with a self loading and self executing

4   media player and with configuration information for presenting the

5   purchasing system interface with the media stream and monitoring usage of

6   the media stream and purchasing system interface; and

7   streaming the media stream to a recipient.

1   2.   The method of claim 1 further comprising playing a portion of the

2   media stream on a computing device of the recipient by using the media

3   player, wherein media content included within the media stream is

4   simultaneously presented on a display with the purchasing system interface

5   and the purchasing system interface can be independently interacted with

6   via the display.

1   3.   The method of claim 2 further comprising receiving purchasing

2   selections from the recipient accessing a number of options from the

3   purchasing system interface while viewing portions of the media content and

4   using the media player for tracking any purchase that occurs for the media

5   content.

1   4.   The method of claim 3 wherein receiving purchasing selections

2   further includes notifying or recording the purchase for purposes of paying a

3   commission or establishing a budget.

1   5.   The method of claim 4 wherein playing further includes:

2   presenting the media content within a first frame of a browser page;

3   and

4   presenting the purchasing system interface within a second frame of
5   the browser page.

1   6.   The method of claim 1 further comprises receiving usage statistics
2   from the media player identifying playing and purchasing information
3   associated with the recipient playing media content included within the
4   media stream and interacting with the purchasing system interface.

1   7.   The method of claim 1 wherein packaging further comprises including
2   customized advertisement information with the media stream.

1   8.   A media stream structure residing on a computer readable medium,
2   for monitoring and integrating media streams, the data structure comprising:
3   media player logic;
4   media content; and
5   media configuration information;
6   wherein when the media stream data structure is received by a
7   computing device, the media player logic automatically installs itself on the
8   computing device, executes, and configures a media stream interface using
9   the media configuration information, wherein the media stream interface
10   includes a purchasing system interface for purchasing the media content
11   and a media playing interface for playing the media content.

1   9.   The media stream data structure of claim 8 wherein the configuration
2   information also includes monitoring information used by the media player
3   logic to track usage of the media content.

1   10.   The media stream data structure of claim 8 wherein the configuration
2   information also includes advertisement information that is used by the
3   media player logic to present and make accessible a variety of customized
4   advertisements.

1 11. The media stream data structure of claim 8 wherein the media stream
2 interface interacts with the media player logic to communicate purchasing
3 interactions made through the purchasing system interface to at least one of
4 a remote service, a licensor, an owner, and a vendor of the media content.

1 12. The media stream data structure of claim 8 wherein the media stream
2 interface is a browser interface accessible over a network.

1 13. The media stream data structure of claim 12 wherein the browser
2 interface includes one or more World-Wide Web browser pages and the
3 network is the Internet.

1 14. The media stream data structure of claim 8 wherein the media stream
2 data structure is packaged by an external service and streamed to a
3 requesting recipient over a network.

1 15. A media stream monitoring and integration system, comprising:
2   a media stream data structure having a self loading and executing
3 media player, a purchasing system interface, and monitoring configuration
4 information; and
5   a display;
6   wherein the media player simultaneously presents within the display
7 media content included within the media stream data structure and the
8 purchasing system interface, and wherein the media player tracks
9 purchases and usage statistics associated with purchasing and playing the
10 media content based on the monitoring configuration information.

1 16. The media stream monitoring and integration system of claim 15
2 wherein the configuration information also includes advertisement

3   information that the media player uses to also simultaneously present within

4   the display a variety of customized advertisements.

1   17.   The media stream monitoring and integration system of claim 15

2   wherein at least one of a vendor, an owner, and a licensee packages the

3   media stream data structure with the purchasing system interface and the

4   media content.

1   18.   The media stream monitoring and integration system of claim 15

2   wherein the media stream data structure is streamed from a remote service

3   to a requesting recipient's computing device that is interfaced to the display.

1   19.   The media stream monitoring and integration system of claim 15

2   wherein the media player captures interactions made with the purchasing

3   system interface and reports these interactions back to at least one of a

4   remote service, a vendor, an owner, and a licensee of the media content.

1   20.   The media stream monitoring and integration system of claim 15

2   wherein the media player or a remote service periodically assembles the

3   purchasing and usage statistics into an electronic report and sends the

4   report to at least one of a vendor, an owner, and a licensee of the media

5   content.